

Brands

NFT-gated offers platform

NFT-gating is a common tool used by NFT project teams to create value for community members. Brands too can use NFT-gating or token-gating to target affluent community members by giving exclusive offers, products, and other benefits to drive growth. NFT-gating can be used to ensure that only qualified or vetted holders are able to participate in a particular offer, event, or sale of product. Brands can use this platform for marketing campaigns, specifically, targeting web3 ecosystem.

Communities

Whitelisting

Whitelisting is a process used in the NFT market to create a list of approved participants who are eligible to participate in a particular NFT sale or event. This is often done to control the number of participants and prevent fraud or market manipulation. Small, up-and-coming communities can target members from large and well-known communities via whitelisting. They can scout members and offer them perks to join their communities.

Cross-Community Service Offers

Every community has numerous services to offer to its members. Apart from speculation, members usually buy NFTs to avail these services. After successful implementation, the community can breakdown their services and target other communities by providing individual service offers on our platform to expand its customer base.

Artists

NFT Membership

Artists can offer NFT Membership to target communities. The membership may include an invitation to a Discord Channel, early access to NFTs and several other perks. NFT membership can be seen as a way to formalize and monetize membership with an artist

and provides a unique and valuable way for individuals and organizations to engage with their audience.

NFT Newsletters

NFT newsletters refer to email newsletters or other forms of electronic communication that are focused on Non-Fungible Tokens (NFTs). NFT newsletters are typically aimed at individuals and organizations who are interested in staying up-to-date with the latest developments in the NFT market, as well as individuals and organizations who are looking to participate in NFT sales or events.

The artists can send such newsletters to the subscribers with information about their new NFT releases, upcoming NFT sales and events, trends and analysis of the NFT market, and insights into the NFT community and ecosystem

NFT Hodlr

The NFT hodlr can avail the following:

1. **Access to exclusive offers:** Some NFTs may grant the holder access to exclusive offers, such as virtual concerts or live events, or VIP access to certain platforms or communities.
2. **Increased community engagement:** NFTs can encourage increased engagement with the community or platform associated with the NFT, such as through whitelisting and cross-community service offers.
3. **Access to exclusive content:** For the first time through NFT memberships and newsletters, holders can benefit from subscribing to famous artists. It also provide recognition within a community of individuals who value these specific NFTs, thereby increasing the value of the NFT memberships and newsletter.
4. **Increased scarcity and value:** NFTs in the form of offer can too increase in value over time as the demand for a specific offering increases, making NFT offers a potentially valuable investment for holders.